

FIG. 1

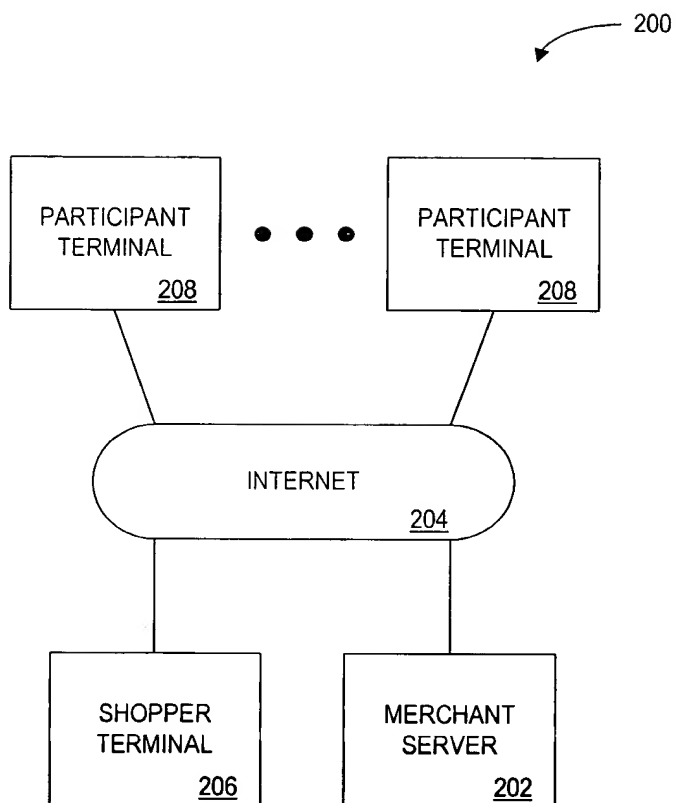


FIG. 2

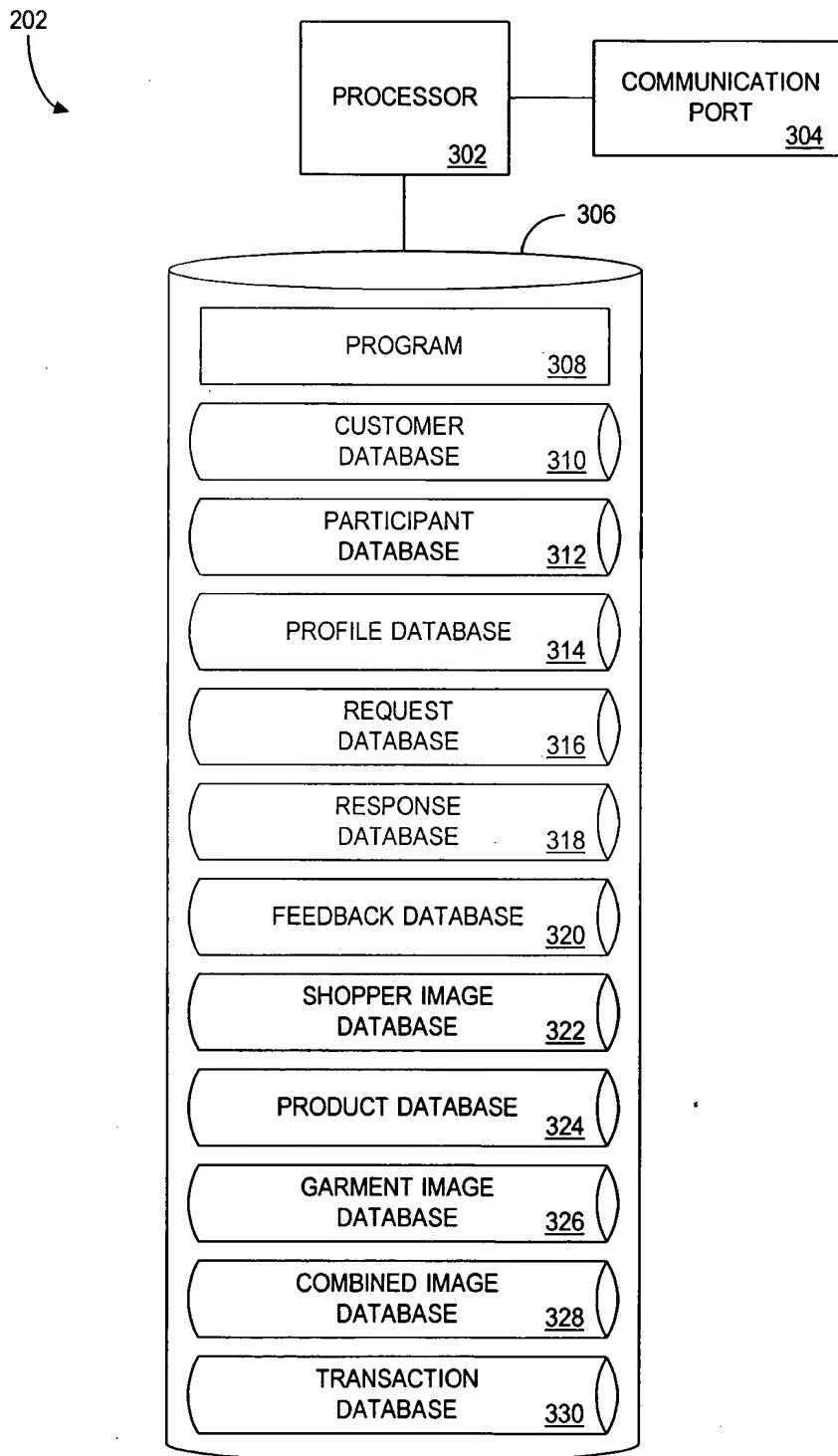


FIG. 3

003230" 87620960

| CUSTOMER IDENTIFIER 402 | CUSTOMER NAME 404 | ADDRESS 406 | E-MAIL ADDRESS 408 | CREDIT CARD NUMBER 410 | IMAGE IDENTIFIER 412 |
|----------------------------|----------------------|---------------------------------------|-----------------------|---------------------------|-------------------------|
| C123456 | ADAMS, IRENE | 123 MAIN STREET ANYTOWN, CA 91234 | IADAMS@ISP.COM | 1111-2222-3333-4444 | 1234567 |
| C234567 | JONES, IRMA | 456 OAK STREET LOW RIVER, NE 63124 | IJONES@ISP.COM | 2222-3333-4444-5555 | 1345678 |
| C356890 | SMITH, INEZ | 789 SPRUCE STREET HUB, NJ 06363 | ISMITH@ISP.COM | 3333-4444-5555-6666 | -- |

FIG. 4

005230" 84620550

| CUSTOMER IDENTIFIER 502 | PARTICIPANT IDENTIFIER 504 | PARTICIPANT NAME 506 | E-MAIL ADDRESS 508 | RATING 510 |
|-------------------------------|----------------------------------|----------------------------|--------------------------|---------------|
| -- | P268591 | BROWN, BRENDA | BBROWN@ISP.COM | 2 |
| C234567 | -- | JONES, IRMA | IJONES@ISP.COM | 3 |
| -- | P367123 | PIKE, BERNICE | BPIKE@ISP.COM | 5 |
| -- | P457987 | SLATER, BONNIE | BSLATER@ISP.COM | 1 |

FIG. 5

0960448

| CUSTOMER IDENTIFIER 602 | PARTICIPANT IDENTIFIER 604 | AGE 606 | GENDER 608 | INCOME LEVEL 610 | SOCIAL ATTITUDES 612 |
|----------------------------|-------------------------------|------------|---------------|---------------------|-------------------------|
| C123456 | -- | 28 | F | 50-75K | PARTY ANIMAL |
| C234567 | -- | 58 | F | OVER 100K | BUTTONED DOWN |
| C356890 | -- | 22 | F | 25-50K | SHY |
| -- | P268591 | 36 | F | 50-75K | VAMP |
| -- | P367123 | 33 | F | 25-50K | BUTTONED DOWN |
| -- | P457987 | 44 | F | 75-100K | YUPPIE |

FIG. 6

ENTER YOUR PROFILE

FIRST NAME

LAST NAME

E-MAIL

AGE

MALE ☐ FEMALE ☐

OCCUPATION

INCOME

SOCIAL CATEGORY

DRESSING STYLE

SUBMIT

CANCEL

702

704

706

708

706

712

714

716

718

720

722

FIG. 7

| COMBINED IMAGE IDENTIFIER 802 | CUSTOMER IDENTIFIER 804 | REQUEST IDENTIFIER 806 | REQUEST CATEGORY 808 | PANEL SIZE 810 | PANEL COMPOSITION 812 |
|----------------------------------------|-------------------------------|------------------------------|----------------------------|----------------------|--------------------------------|
| I456789 | C680246 | R579123 | YES/NO | 100 | HIGH SCHOOL; VAMP |
| I567890 | C802468 | R139751 | RANGE | 50 | BUTTONED DOWN; 40-SOMETHING |
| I678901 | C791357 | R457812 | OPEN-ENDED | 20 | YUPPIE; 30-SOMETHING |
| I789012 | C913579 | R635798 | YES/NO/MAYBE OPEN-ENDED | 50 | VAMP; LATE 30S |
| I890123 | C135791 | R356987 | RANGE | 100 | EVERYONE |

FIG. 8

009e90" 57620360

| <div>RESPONSE IDENTIFIER</div> <div>902</div> | <div>RESPONSE OUTCOME</div> <div>904</div> | <div>RESPONSE TEXT</div> <div>906</div> | <div>REQUEST IDENTIFIER</div> <div>908</div> | <div>PARTICIPANT IDENTIFIER</div> <div>910</div> |
|---------------------------------------------------|------------------------------------------------|-------------------------------------------------------------|--------------------------------------------------|------------------------------------------------------|
| RS975321 | YES | --- | R457812 | C447192 |
| RS864785 | YES | --- | R457812 | C137263 |
| RS548591 | YES | --- | R635798 | P325863 |
| RS228957 | NO | --- | R635798 | P992543 |
| RS191366 | MAYBE | I LIKE THE CUT... BUT MAYBE THE COLOR SHOULD BE BRIGHTER | R356987 | P654538 |

FIG. 9

| REQUEST IDENTIFIER <u>1002</u> | ACCUMULATED OUTCOMES <u>1004</u> | PARTICIPANT IDENTIFIERS <u>1006</u> | OPEN-ENDED RESPONSES <u>1008</u> | OFFER IDENTIFIER <u>1010</u> | OFFER DESCRIPTION <u>1012</u> |
|-----------------------------------|-------------------------------------|----------------------------------------|--------------------------------------------------------------------|---------------------------------|----------------------------------|
| R467931 | 75% YES; 20% MAYBE; 59% NO | P48379; P56937; C125971; ... | I LIKE THE COLOR BUT THE SHOULDERS ARE TOO BIG; IN MY OPINION.. | --- | --- |
| R397530 | 55% YES; 45% NO | P339017; C530246; ... | --- | 1347 | \$10 OFF |

FIG. 10

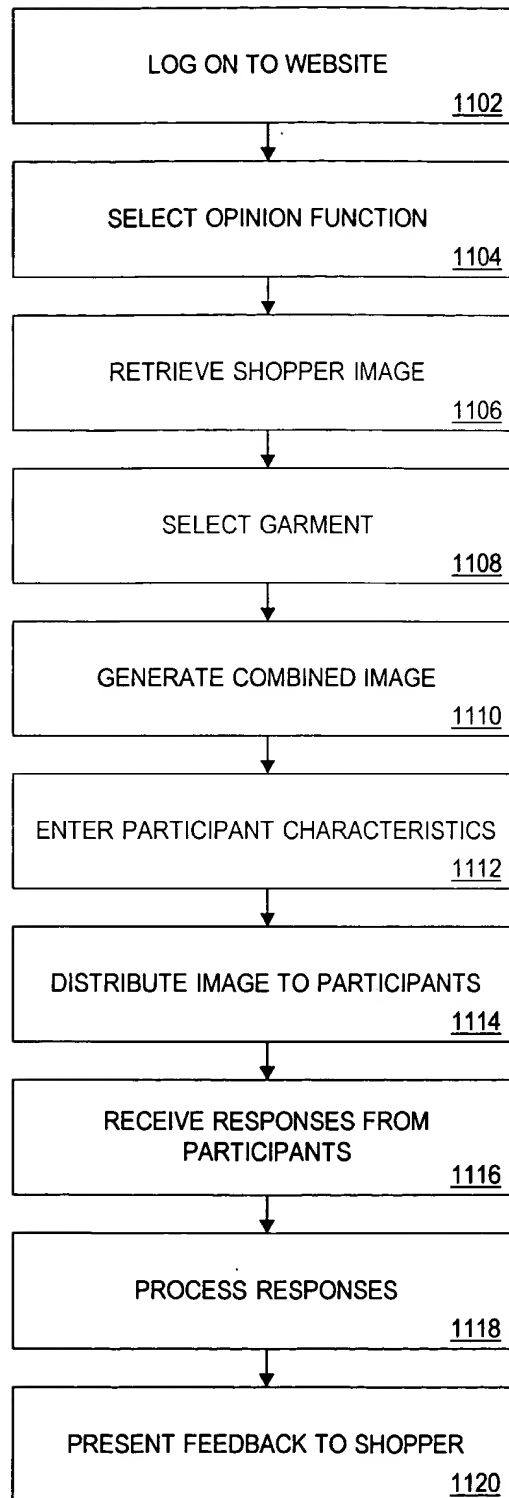


FIG. 11

[illegible]FIG. 12

FIG. 12

YOU HAVE BEEN SELECTED TO PARTICIPATE
IN A REAL TIME FASHION RATING SESSION, WOULD
YOU LIKE TO OFFER AN OPINION?

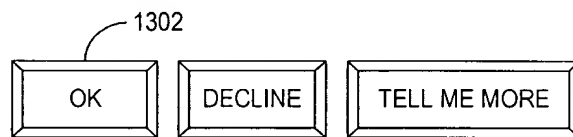
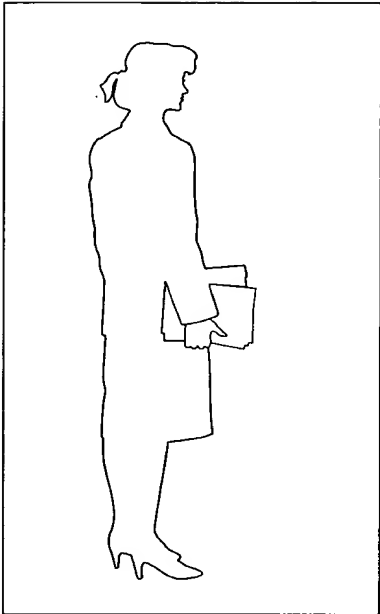


FIG. 13

009230" 31620360



1402

1404

PLEASE MAKE A JUDGMENT

1406

1408

LOOKS GREAT

LOOKS OK

LOOKS TERRIBLE

1410

ADDITIONAL COMMENTS

SUBMIT

CANCEL

FIG. 14

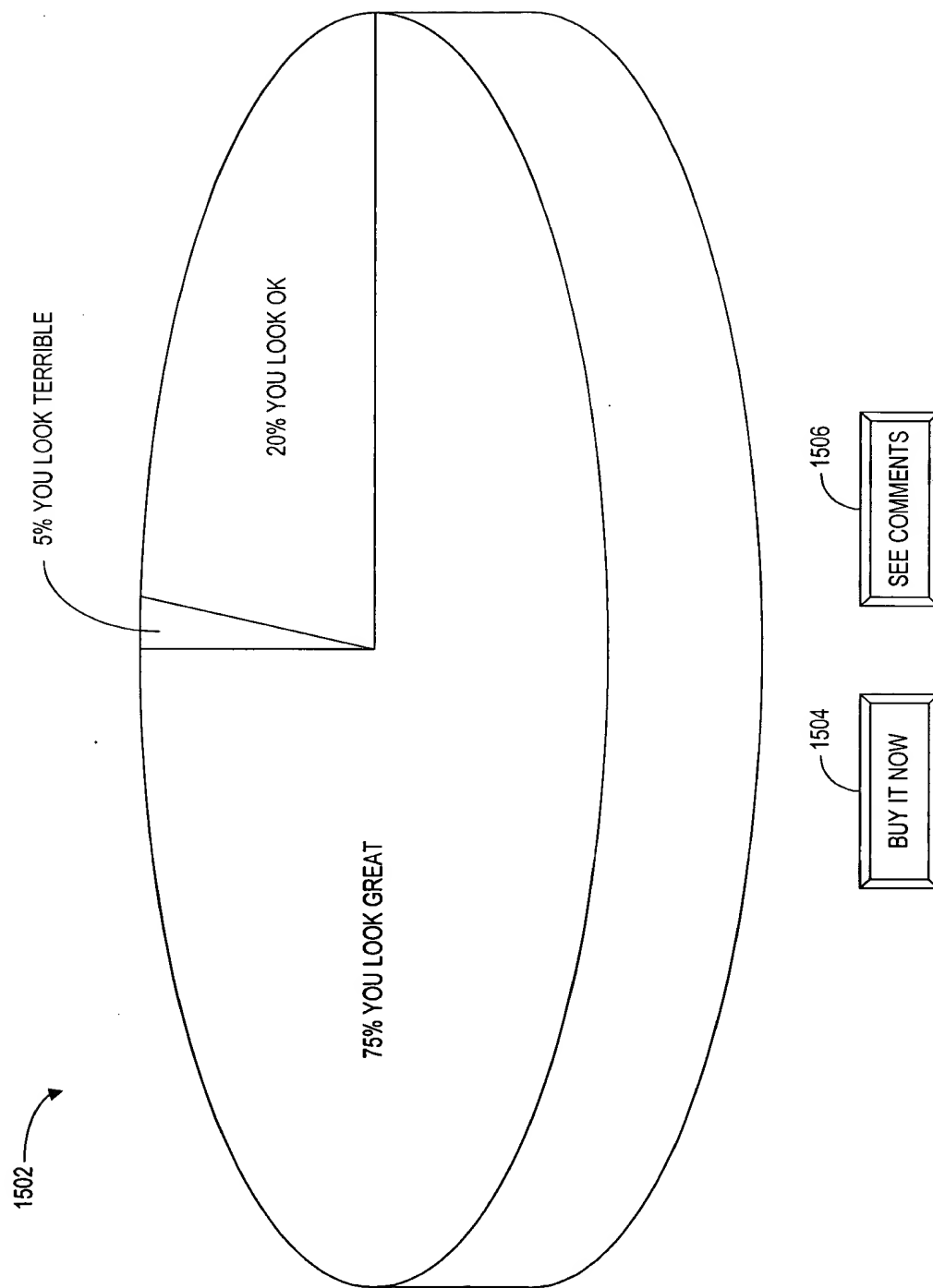


FIG. 15

009290" 84620960

1602



THUMBS UP! YOU LOOK GREAT!

1603
SEE STATISTICS

1606
SEE COMMENTS

1604
BUY IT NOW!

FIG. 16

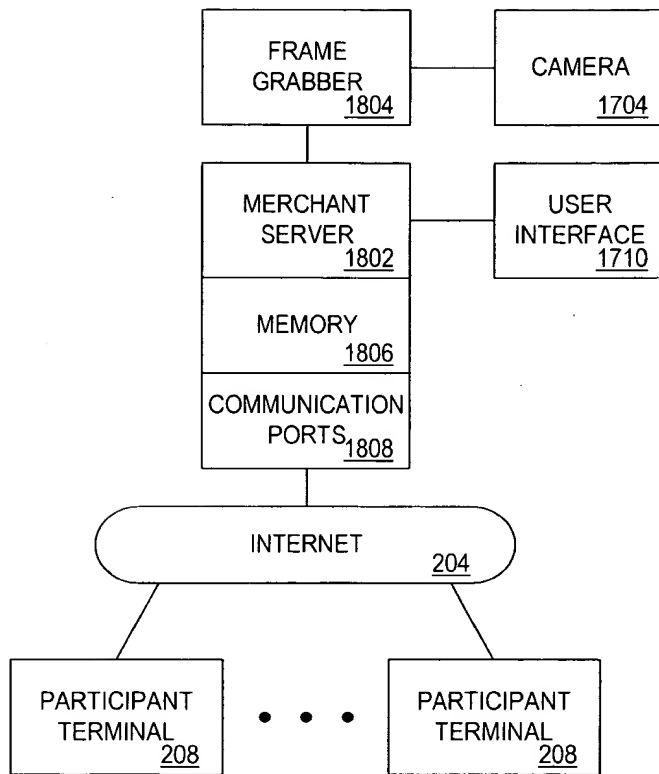


FIG. 18

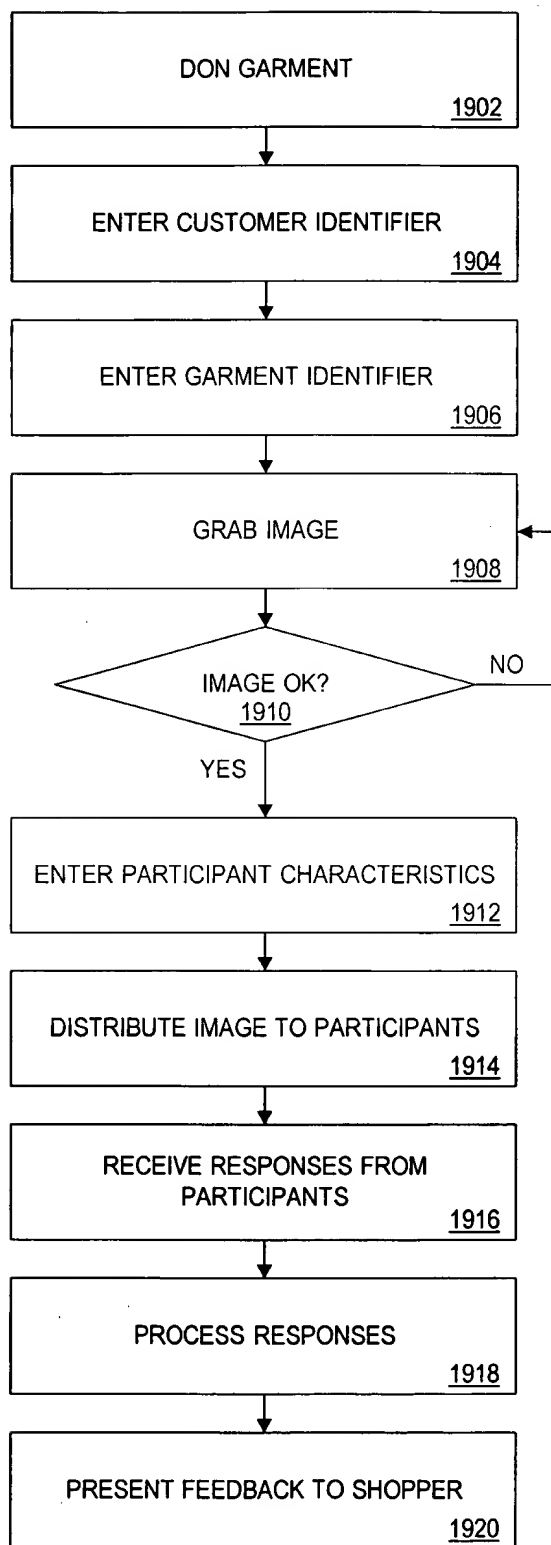


FIG. 19